

## THE CINEMA.

### OPENING OF NEW THEATRE.

(Specially written for the "Kilkenny Journal.")

The opening of the new Cinema Theatre in Kilkenny has met with the most unqualified approval of the public. Since Monday night the picture house has been exceedingly well patronised, and the performances during the week were all that a good picture house need show to ensure success. Our local theatre is built for the requirements of Kilkenny, and the two well-known gentlemen at the head of the establishment, Mr. T. Stallard and Mr. P. de Loughry, have studied very minutely the tastes and comforts of their patrons. With a capacity to accommodate upwards of 300 people, the Cinema Theatre is up-to-date in the matter of comfort and prices. As already announced, the management found it necessary to have two performances nightly, after the first night, as several persons had to be refused admittance owing to want of space.

The programme screened on Monday night was one that would appeal to the most captious picture critic. Romance and comedy were continued with items of present interest, and the selection of the films was made from the catalogues of the best film manufacturers. The "Gambler" was the feature of the opening night's programme. A powerful drama by Cines, the "Gambler" is the story of the career of a man who gave himself up to the practice with seemingly terrible results. The picture shows how he was saved from catastrophe by the influence of a good woman. The incidents by which this is brought about are remarkable by a strong love interest and engrossing enjoyment. The subject was thoroughly appreciated by visitors. The Goumont Graphic consists of topical items which should, and did, find approval during the week. Perhaps the most popular class of films manufactured are the "Keystone" comedies. These films feature some of the best comedians known at the present day. They are simply one long laugh during the exposure of the film and are crammed with wholesome drollery and fun. In introducing the Keystone comedians during the week the management of the Theatre have taken a very prudent course, and they will find that these excellent pictures will be the greatest help towards the success of their venture.

It cannot now be said that the picture craze is ephemeral. It has had its trial for a couple of years, and it is now absolutely certain that this form of public entertainment has come to stay. Skating rinks have risen like mushrooms, have thrived like them, but they have also disappeared like them. With picture-houses it has been different. Every month that passes the demand for pictures becomes more and more pronounced. They have taken the interest away from the spectacular drama and even the newspaper itself. Variety can, it would seem, only be commanded by pictures. There need be no two similar pictures, whereas we must be content with one form, one class, one method.